

# CITY OF RIVERSIDE GENERAL PLAN PROGRAM

## Magnolia / Market Corridor Land Use & Zoning Study

Magnolia / Market Corridor Subcommittee  
June 2, 2003

# Purpose



The purpose of the Magnolia / Market Corridor Land Use and Zoning Study is to determine the degree to which the existing and proposed land uses along the Corridor either support or detract from the vision of the Corridor as a scenic, transit-oriented boulevard of distinct districts, each with a distinct focus and edge.

This study will recommend appropriate land uses and zoning to be incorporated into the City's General Plan and Zoning Code Update.

# 1999 Magnolia / Market Corridor Study

The *1999 Magnolia / Market Corridor Study* recommended seven Districts along the Corridor:

- Downtown
- Wood Streets
- Magnolia Center
- Magnolia Heritage
- Arlington
- Galleria
- La Sierra



*We will discuss new land use opportunities in the context of these Districts.*

# Downtown

*Boundaries generally from the 60 Fwy. to Ramona Dr.*

## **HISTORIC ROLE:**

Undisputed center of commerce, culture and society for the Inland Empire.

## **CURRENT ROLE:**

Strong government center, secondary office location, and visitor destination.

## **FUTURE ROLE:**

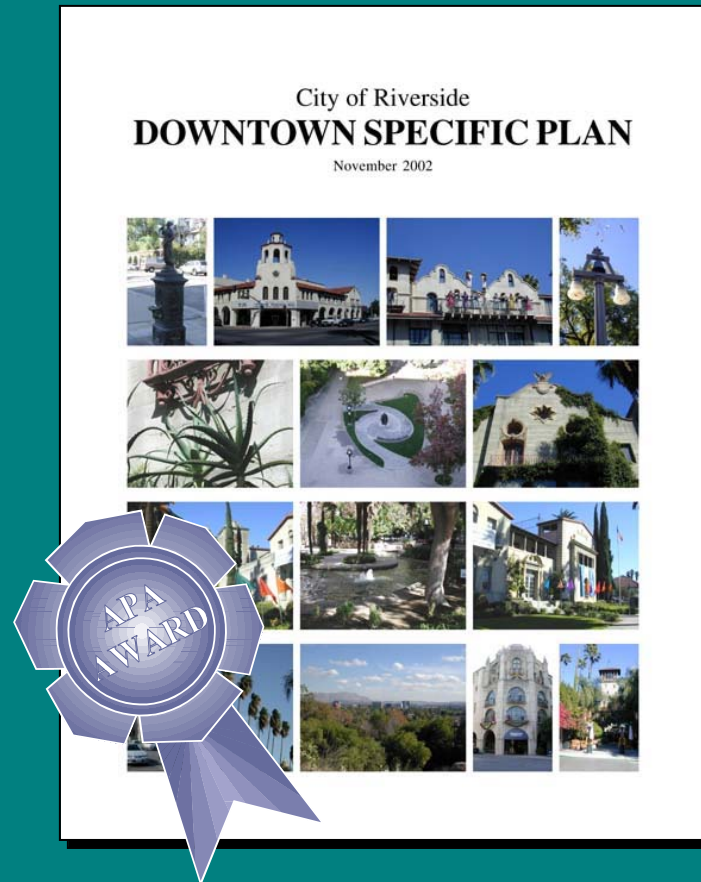
Expanded role includes specialty retail and entertainment destination. Continue emphasis on quality of life issues to strengthen office / residential roles.

*From Magnolia / Market Corridor Study, 1999*

# Downtown

The future role envisioned in the *1999 Magnolia/Market Corridor Study* is being implemented with the recently completed *Downtown Specific Plan*, adopted in November 2002.

Through an extensive community participation process, this Plan establishes a vision for Downtown, with new Land Use and Zoning, streetscape and circulation improvements, design guidelines, and an implementation plan.





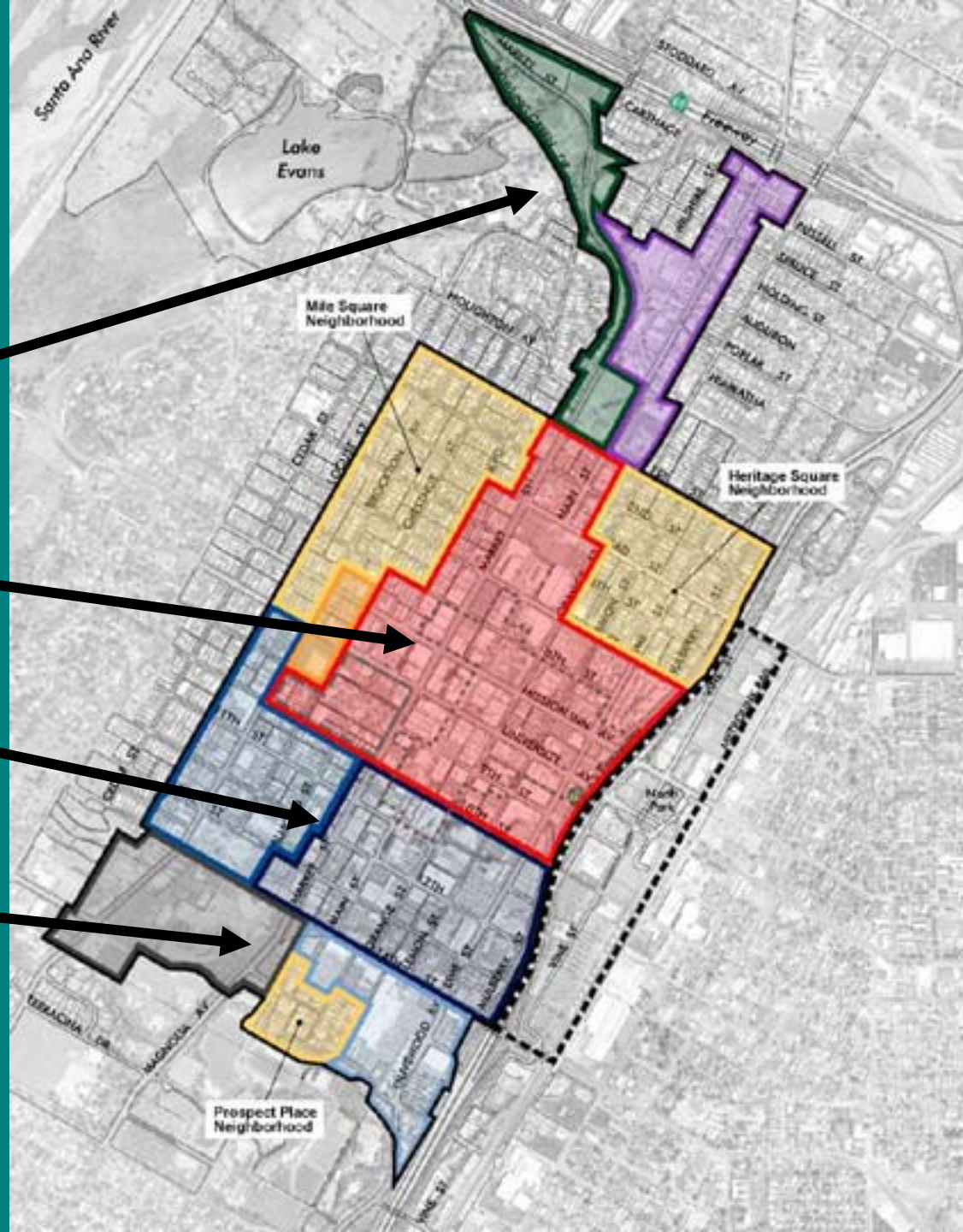
Nine new Land Use Districts were established in Downtown, four of which incorporate Market Street/Magnolia Ave:

MARKET STREET GATEWAY DISTRICT

RAINCROSS DISTRICT

JUSTICE CENTER DISTRICT

HEALTH CARE DISTRICT



In addition, significant streetscape improvements are recommended for the Corridor throughout Downtown, including:

Corner bulbouts, mid-block crossings and special furniture and lighting treatments for pedestrian-oriented segment between 10th and Mission Inn Avenue.



Medians in the auto-oriented segments, north of Mission Inn Avenue and south of 10th Street.





At the 60 Fwy, Market Street will be a heavily landscaped entry corridor that establishes Market Street as the major regional gateway into Downtown.





*The remaining Districts have had no formal rezoning or consideration of land use opportunities since the 1999 Magnolia / Market Corridor Study and will be the focus of this discussion...*

# Wood Streets

*Boundaries generally from Ramona Dr. to Jurupa Ave.*

## **HISTORIC ROLE:**

Premiere residential “streetcar” neighborhood.

## **CURRENT ROLE:**

Historic residential neighborhood in resurgence.

## **FUTURE ROLE:**

Strengthen existing role and expand complimentary residential development where feasible.

*From Magnolia / Market Corridor Study, 1999*



















































# Magnolia Center

*Boundaries generally from Jurupa Ave. to Arlington Ave.*

## **HISTORIC ROLE:**

Primary post-WWII retail center serving City and region.

## **CURRENT ROLE:**

Distressed retail district primarily serving neighborhood within limited retail draw beyond City.

## **FUTURE ROLE:**

Re-energized sub-regional retail district focused on medium format comparison / value shopping, and supporting food and entertainment.

*From Magnolia / Market Corridor Study, 1999*



















Riverside Plaza











Sunnyside Drive to Riverside Plaza



Sunnyside Drive to Riverside Plaza





Sunnyside Drive









Brockton Arcade



































**NO  
PARKING**  
7 to 9 A.M.  
4 to 6 P.M.  
EXCEPT BUSSES  
SCHOOL BUSES & HOV-3

  
**BIKE  
LANE**  
7 to 9 A.M.  
4 to 6 P.M.  
EXCEPT BUSSES  
SCHOOL BUSES & HOV-3











# Magnolia Heritage

*Boundaries generally from Arlington Ave. to Jackson St.*

## **HISTORIC ROLE:**

Country estates and mansions.

## **CURRENT ROLE:**

Medium-density residential neighborhood and home to major educational institutions.

## **FUTURE ROLE:**

Enhance role through quality improvements to housing stock, and expansion of new residential uses where feasible.

*From Magnolia / Market Corridor Study, 1999*





Beginning of Median along Magnolia



Parent Navel Tree







































Heritage House















California Baptist University























Sherman Indian School











# Arlington

*Boundaries generally from Jackson St. to Dawes St.*

## **HISTORIC ROLE:**

Original small town crossroads retail transitioned to community-serving retail prior to Galleria at Tyler.

## **CURRENT ROLE:**

Out-dated retail district lacking reinvestment to reposition or improve its retail credibility for any but the most marginal retail services.

## **FUTURE ROLE:**

Re-established retail / residential village offering specialty and neighborhood-serving alternative to other larger retail areas complemented by new housing and office.

*From Magnolia / Market Corridor Study, 1999*











*Hollywood* PREMIERE  
MOVIE POSTERS  
**1-877-YOLIEWOOD**

9444

ADMIT  
9444  
MAGNOLIA AVE  
ONE

NO  
SOLICITING

BUY SELL  
HOLLYWOOD MEMORABILIA  
OLD  
TRAINS/DOLLS/ POSTERS  
DISNEYANA-TOYS

ROCK N ROLL  
RECORDS

OPEN

















Van Buren Intersection















Arlington Library











# Galleria

*Boundaries generally from Dawes St. to Banbury Dr.*

## **HISTORIC ROLE:**

Open land.

## **CURRENT ROLE:**

Premiere up-scale fashion retailing destination for City and region, with supporting “big box” comparison shopping retailers.

## **FUTURE ROLE:**

Expand current role to include food and entertainment, while focusing district energy by defining boundaries to limit retail expansion.

*From Magnolia / Market Corridor Study, 1999*







Galleria at Tyler



























# La Sierra

*Boundaries generally from Banbury Dr. to City Limits*

## **HISTORIC ROLE:**

Open land.

## **CURRENT ROLE:**

Suburban residential neighborhood with supporting community-serving retail and regional serving medical uses and light industrial uses.

## **FUTURE ROLE:**

Enhance current role through better definition of sub-districts supportive of each use, complimented by residential and light industrial growth.

*From Magnolia / Market Corridor Study, 1999*







































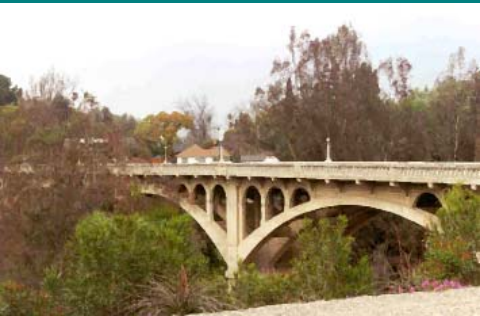












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